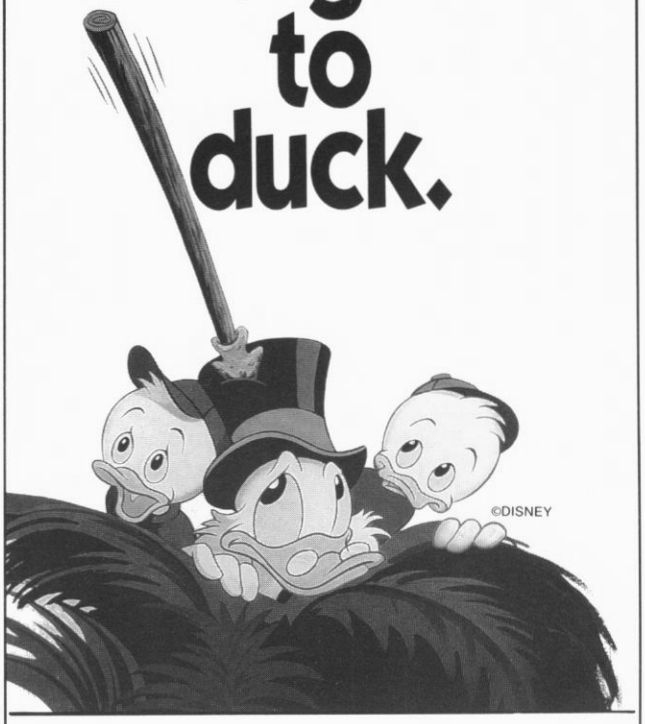
Don't forget to duck.



Disney's DuckTales

STATION I.D. HERE

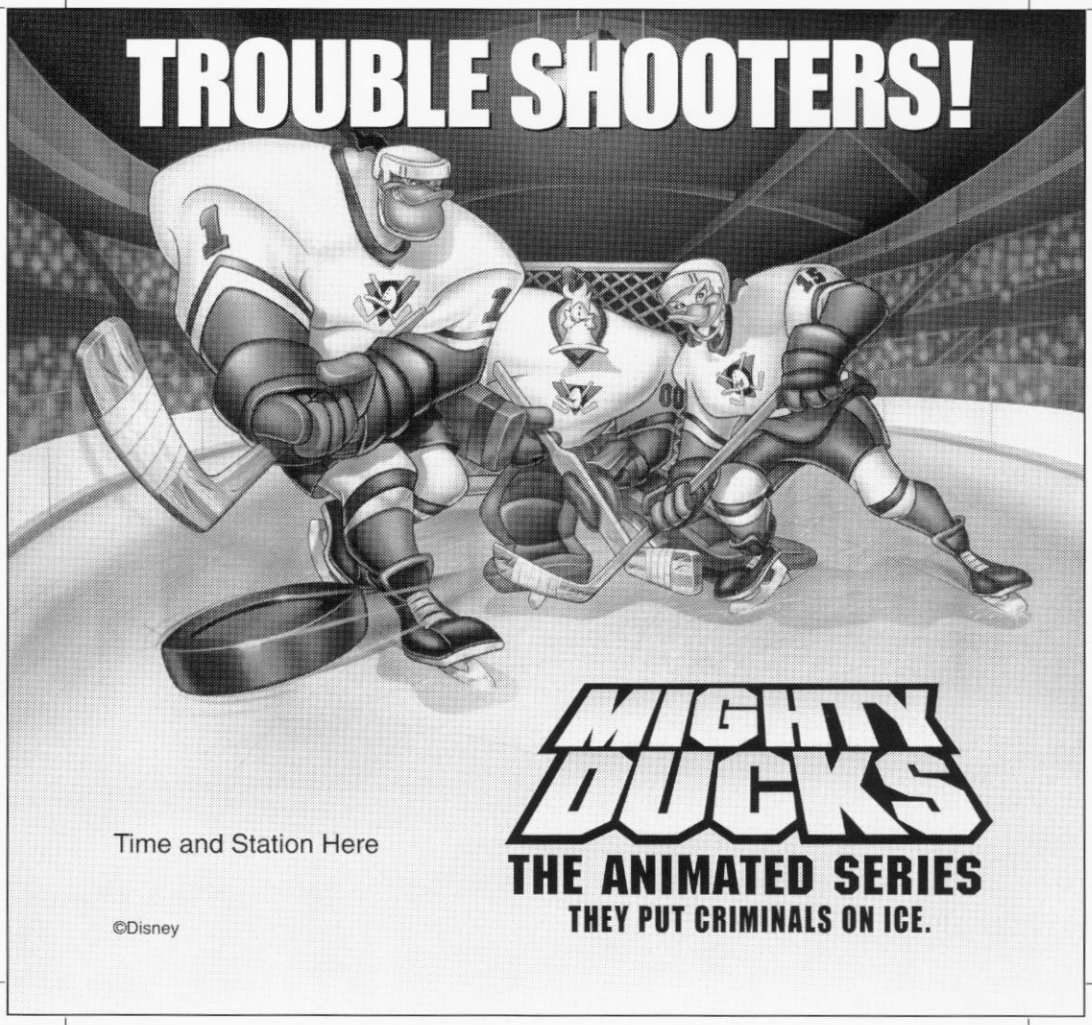
INSERT TIME HERE

TV GUIDE ½ PAGE VERTICAL

January February March April May June July Every Weekend Tomorrow
August September October November December Weekends This Week Today
Sundays Mondays Tuesdays Wednesdays EVERY WEEKEND PREMIERE EPISODE!
Thursdays Fridays Saturdays Tonight Tomorrow Today ST TH AM PM
TOMORROW WEEKENDS THIS WEEK TODAY TONIGHT!
JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY 1 2 3 4 5 6
AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER 7 8 9 10 :30 :00

©Disney

3/4 Page TV Guide Ad - 85 Line



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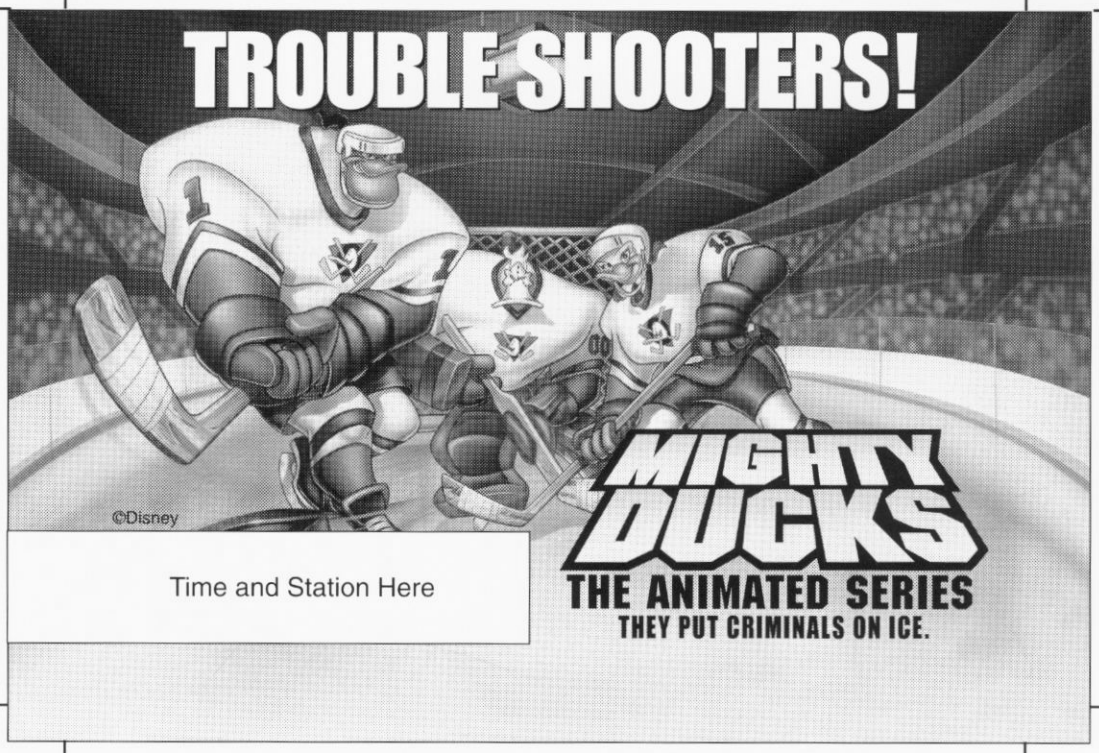
ALL NEW EPISODE! ALL NEW EPISODES! Friday Fridays THIS FRIDAY

TODAY TONIGHT TOMORROW THIS WEEK PREMIERE EPISODE

PREMIERE SPECIAL SPECIAL TIME

1/2 Page TV Guide Ad - 85 Line



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ALL NEW EPISODE! ALL NEW EPISODES! Friday Fridays THIS FRIDAY

TODAY TONIGHT TOMORROW THIS WEEK PREMIERE EPISODE

PREMIERE SPECIAL SPECIAL TIME

1/2 Page TV Guide Ad - 85 Line

Just your typical hockey playing crime fighting ducks from outer space

MIGHTY DUCKS
THE ANIMATED SERIES
THEY PUT CRIMINALS ON ICE.

Time and Station Here

©Disney

1 2 3 4 5 6 7 8 9 10 11 12 :30 :30 AM PM am pm
ALL NEW EPISODE! ALL NEW EPISODES! Friday Fridays THIS FRIDAY
TODAY TONIGHT TOMORROW THIS WEEK PREMIERE EPISODE
PREMIERE SPECIAL SPECIAL TIME

QUACKS ON THE RUN!

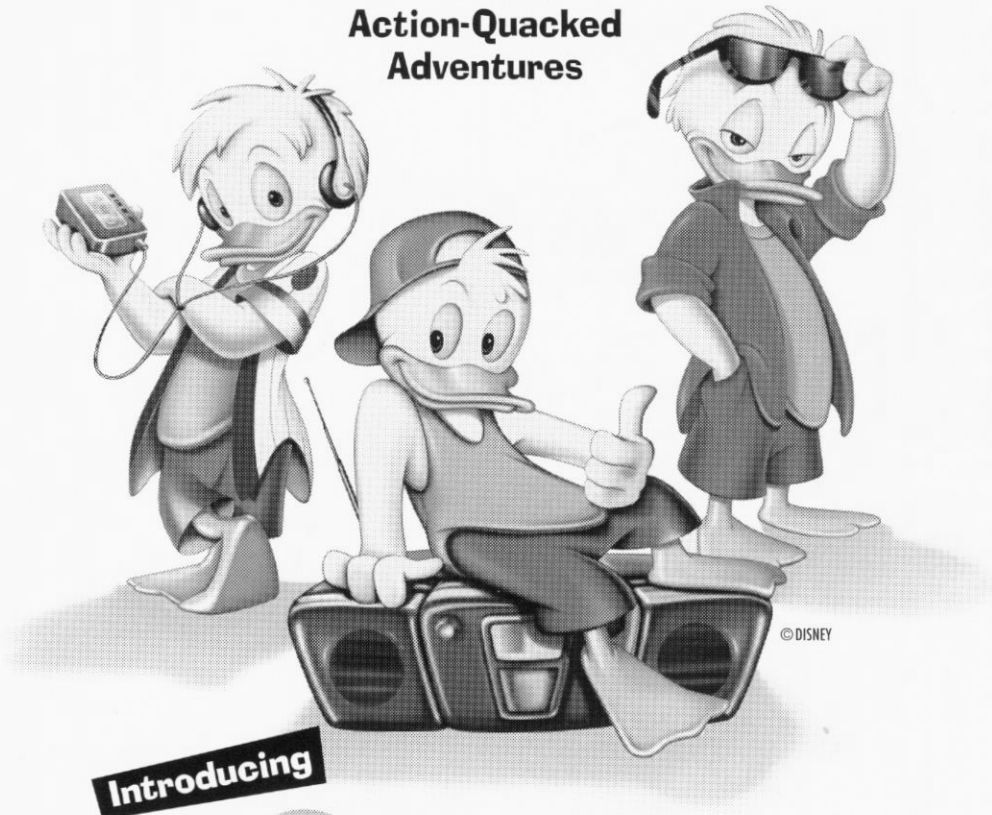
Disney's QUACK PACK

©The Walt Disney Company

Full Page TV Guide Ad - 85 Line

Boyz 2 Dux!

All-New
Action-Quacked
Adventures



Introducing

Disney's
QUACK PACK

Time and
Station here.

1 2 3 4 5 6 7 8 9 10 11 12 :30 :30 AM PM
am pm ALL NEW EPISODE! Sunday Monday
Tuesday Wednesday Thursday Friday
Saturday TODAY TONIGHT TOMORROW
THIS WEEK PREMIERE PREMIERE EPISODE
SPECIAL SPECIAL TIME

© DISNEY

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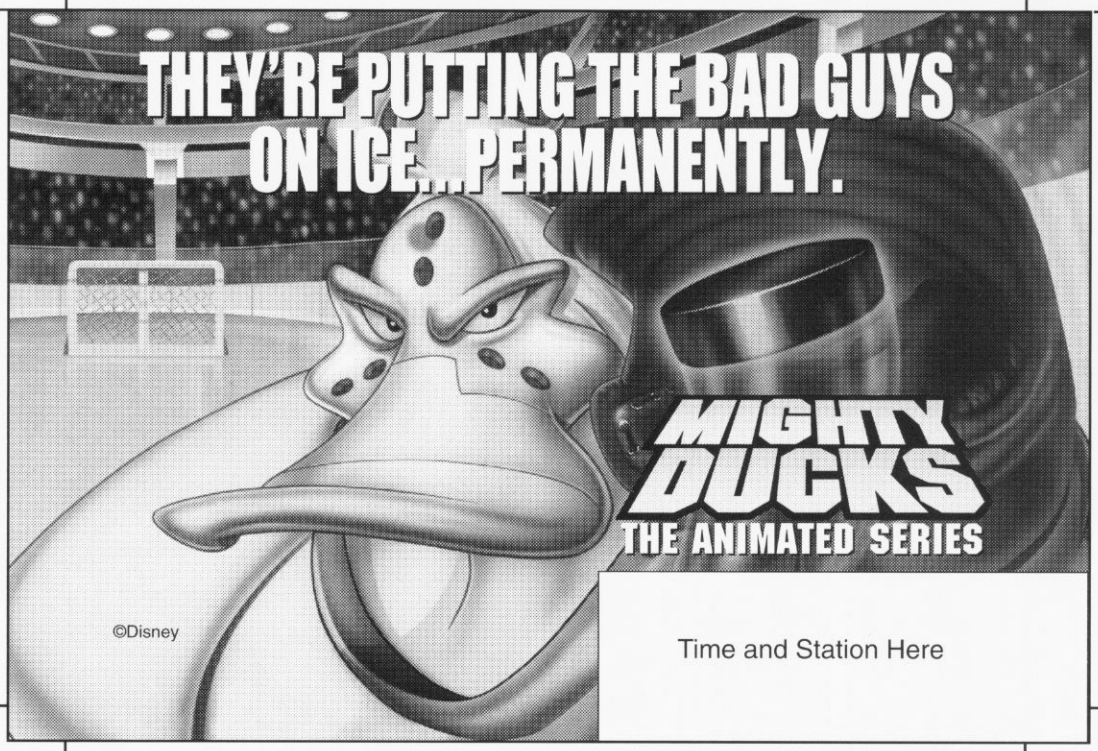
1/2 Page TV Guide Ad - 85 Line



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ALL NEW EPISODE! ALL NEW EPISODES! Friday Fridays THIS FRIDAY
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1/2 TV Guide Ad - 85 Line

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Full Page TV Guide Ad - 85 Line

Just your typical hockey playing crime fighting ducks from outer space

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Time and Station Here

©Disney

1 2 3 4 5 6 7 8 9 10 11 12 :30 :30 AM PM am pm

ALL NEW EPISODE! ALL NEW EPISODES! Friday Fridays THIS FRIDAY

TODAY TONIGHT TOMORROW THIS WEEK PREMIERE EPISODE

PREMIERE SPECIAL SPECIAL TIME

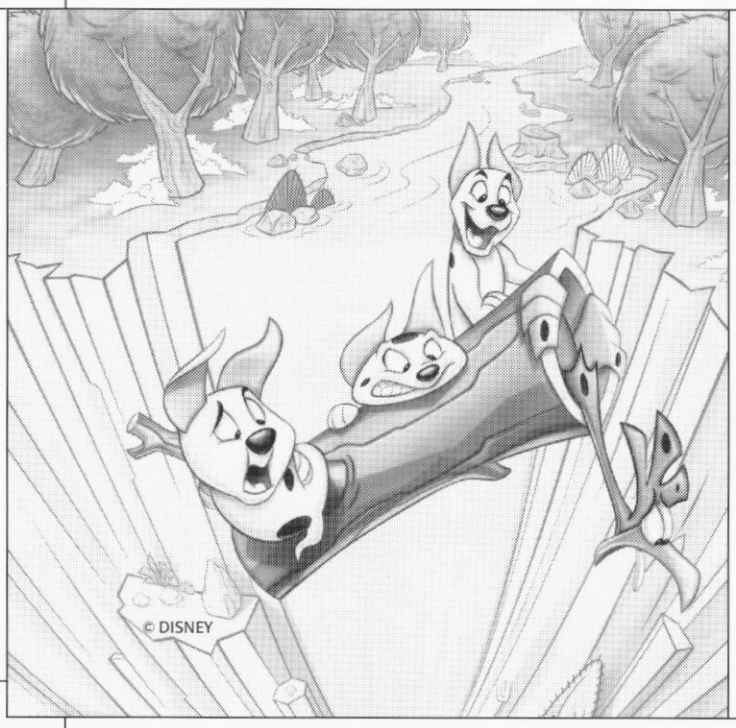
Uncle Scrooge counts his money.

ART PROVIDED BY GOLDEN BOOKS.
LOOK FOR OTHER GOLDEN BOOK PRODUCTS.

© Disney

© The Walt Disney Company

1/2 TV Guide Ad - 85 Line



There are 101 reasons to watch.

Disney's 101 Dalmatians The Series

Time and Station Here.

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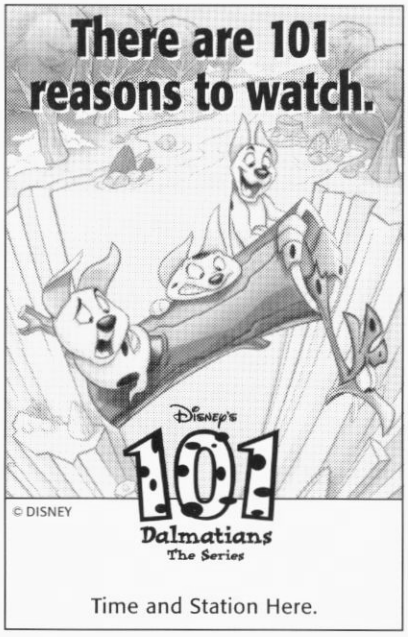
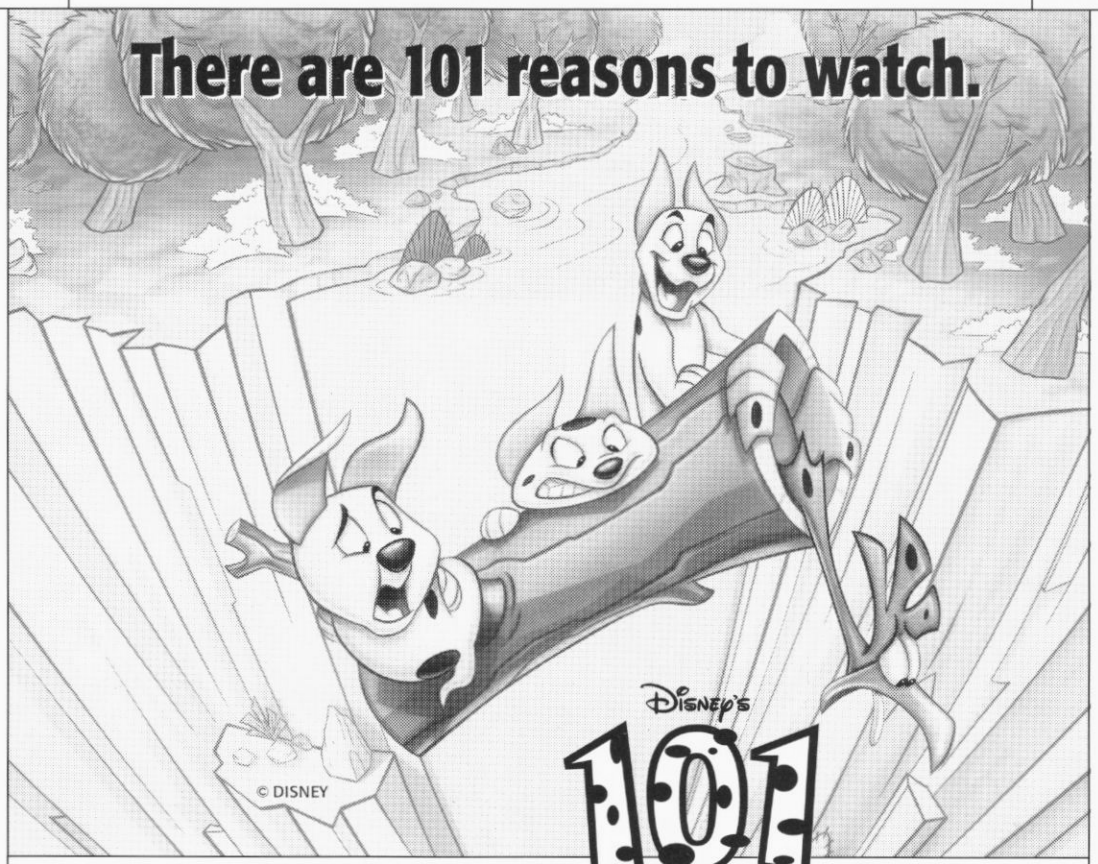


1/4 Page TV Guide Ad -85 Line

3/4 Page TV Guide Ad - 85 Line



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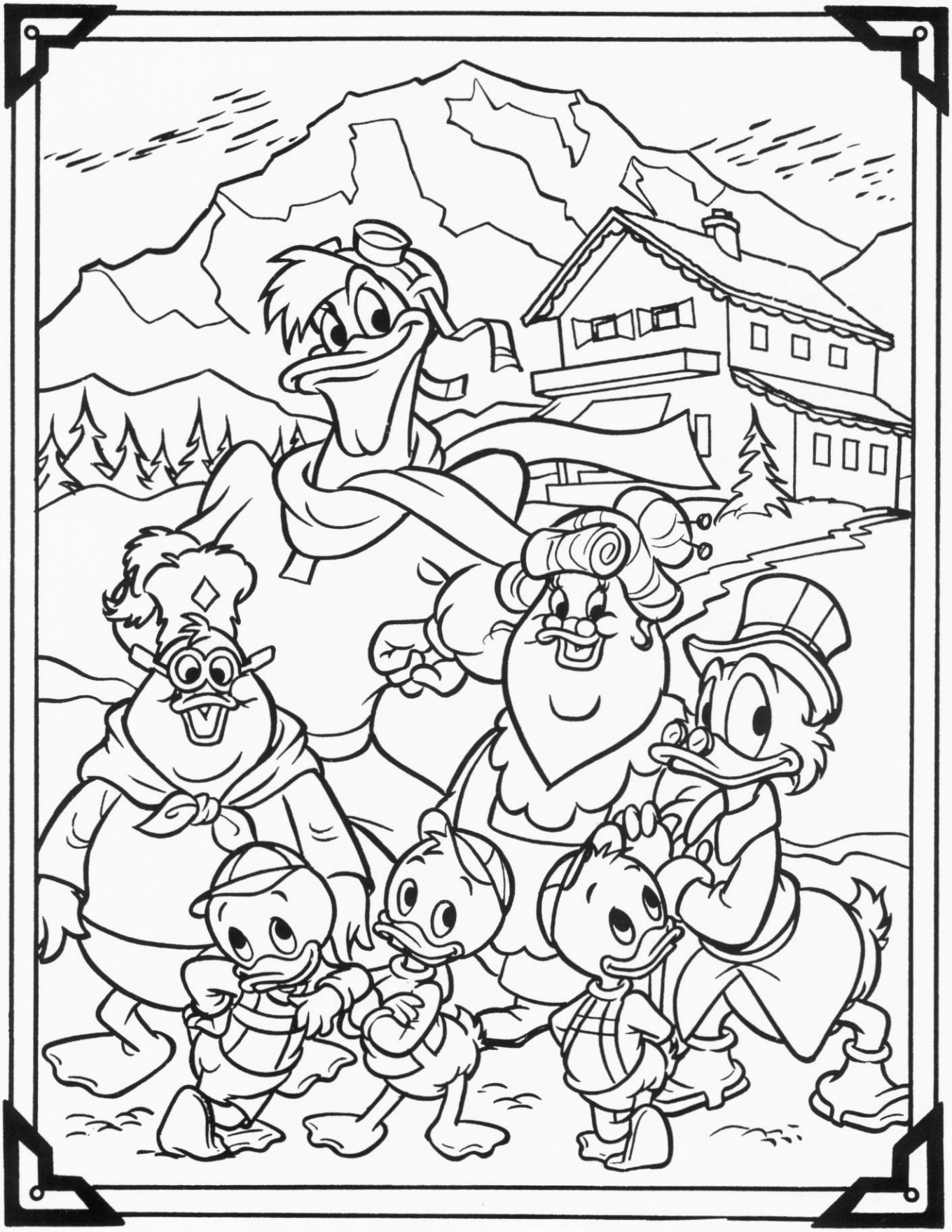

ART PROVIDED BY GOLDEN BOOKS.
LOOK FOR OTHER GOLDEN BOOK PRODUCTS.

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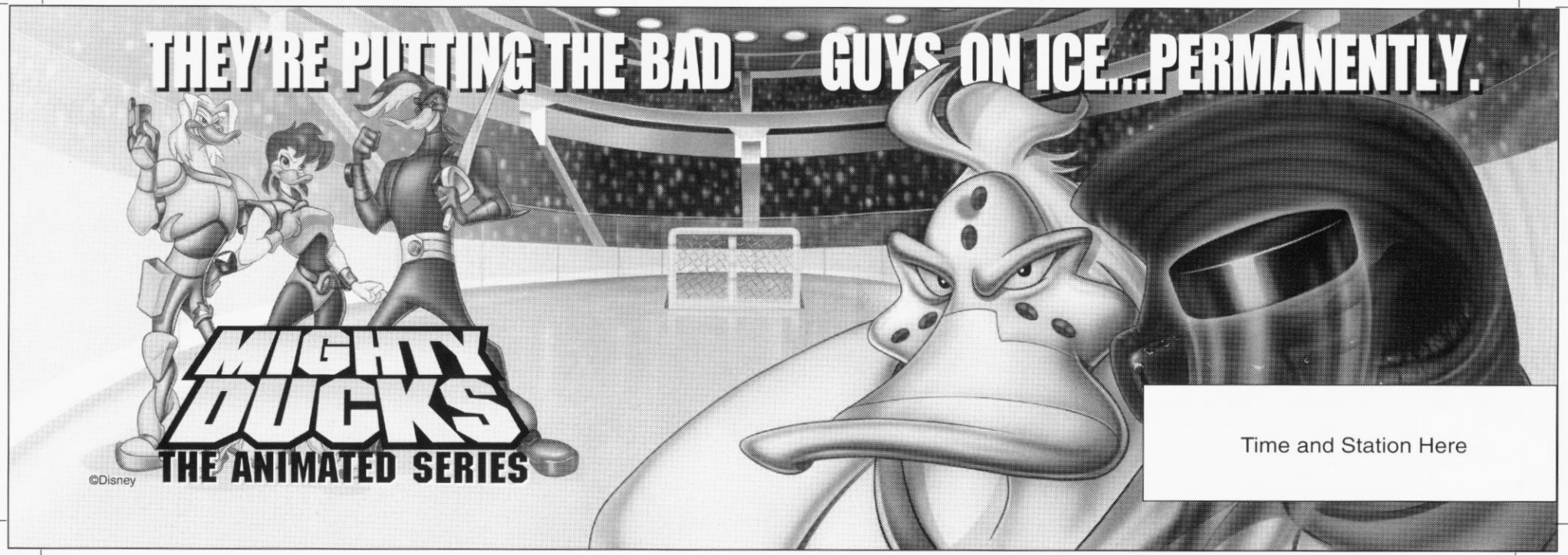
©The Walt Disney Company

1/2 Page Spread TV Guide Ad - 85 Line



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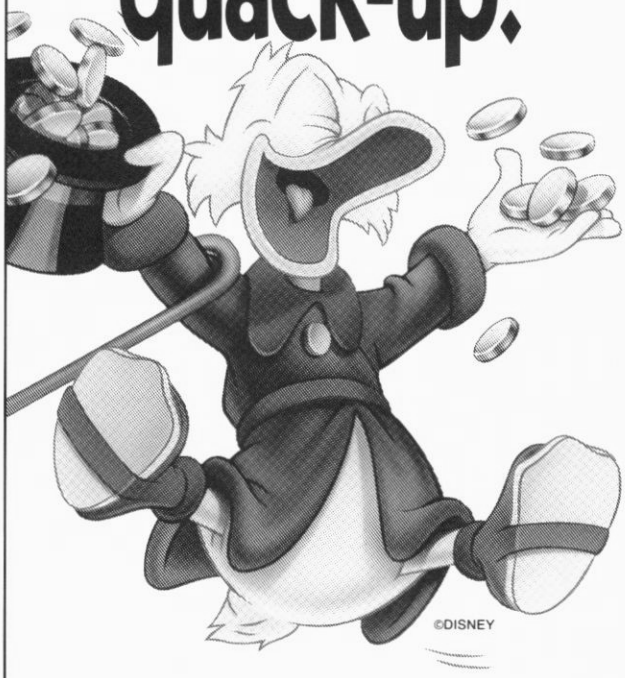
ALL NEW EPISODE! ALL NEW EPISODES! Friday Fridays THIS FRIDAY

TODAY TONIGHT TOMORROW THIS WEEK PREMIERE EPISODE

PREMIERE SPECIAL SPECIAL TIME

© 1988 Walt Disney Co.

A total quack-up!



Disney's DuckTales

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AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

1 2 3 4 5 6
7 8 9 10 :30 :00

(85 lines)

WEBBY

©1988 The Walt Disney Company

WEBBY'S DREAM

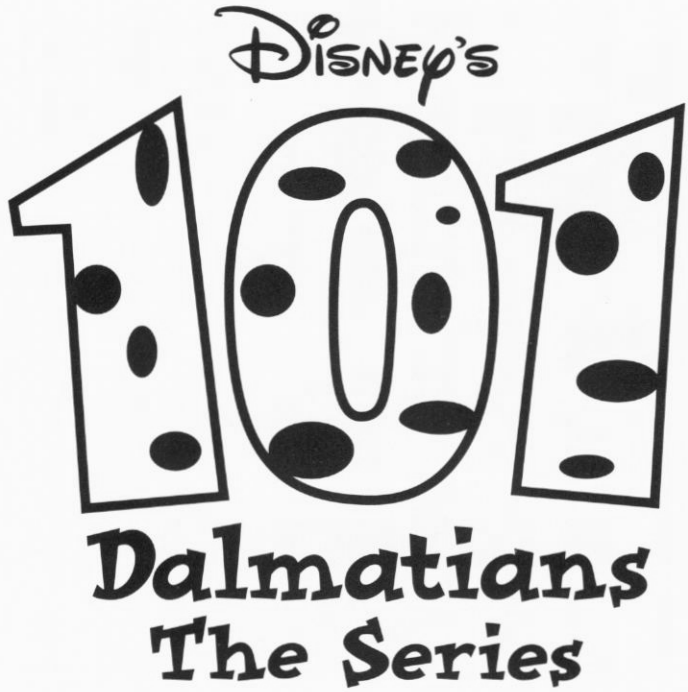
The first letters of the pictures in order spell out what Webby is dreaming about.

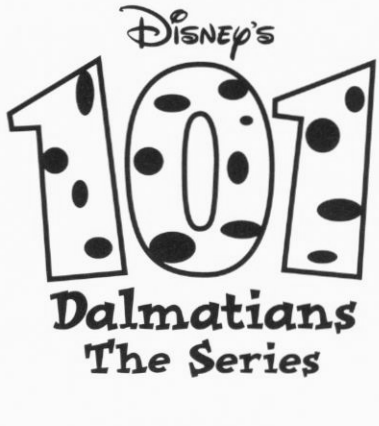
Write them on the lines _ _ _ _ _ _ _ _ _

Answer: PUPPY DOG

ART PROVIDED BY GOLDEN BOOKS.
LOOK FOR OTHER GOLDEN BOOK PRODUCTS.

© Disney





These logo are to be used in Black & White only.

© Disney

3/4 Page TV Guide Ad - 85 Line

Brand New Dog Tales.

Disney's 101 Dalmatians The Series

Time and Station Here.

1 2 3 4 5 6 7 8 9 10 11 12 :30 :30 AM PM am pm
ALL NEW EPISODE! Sunday Monday Tuesday Wednesday
Thursday Friday Saturday TODAY TONIGHT TOMORROW
THIS WEEK PREMIERE PREMIERE EPISODE SPECIAL
SPECIAL TIME

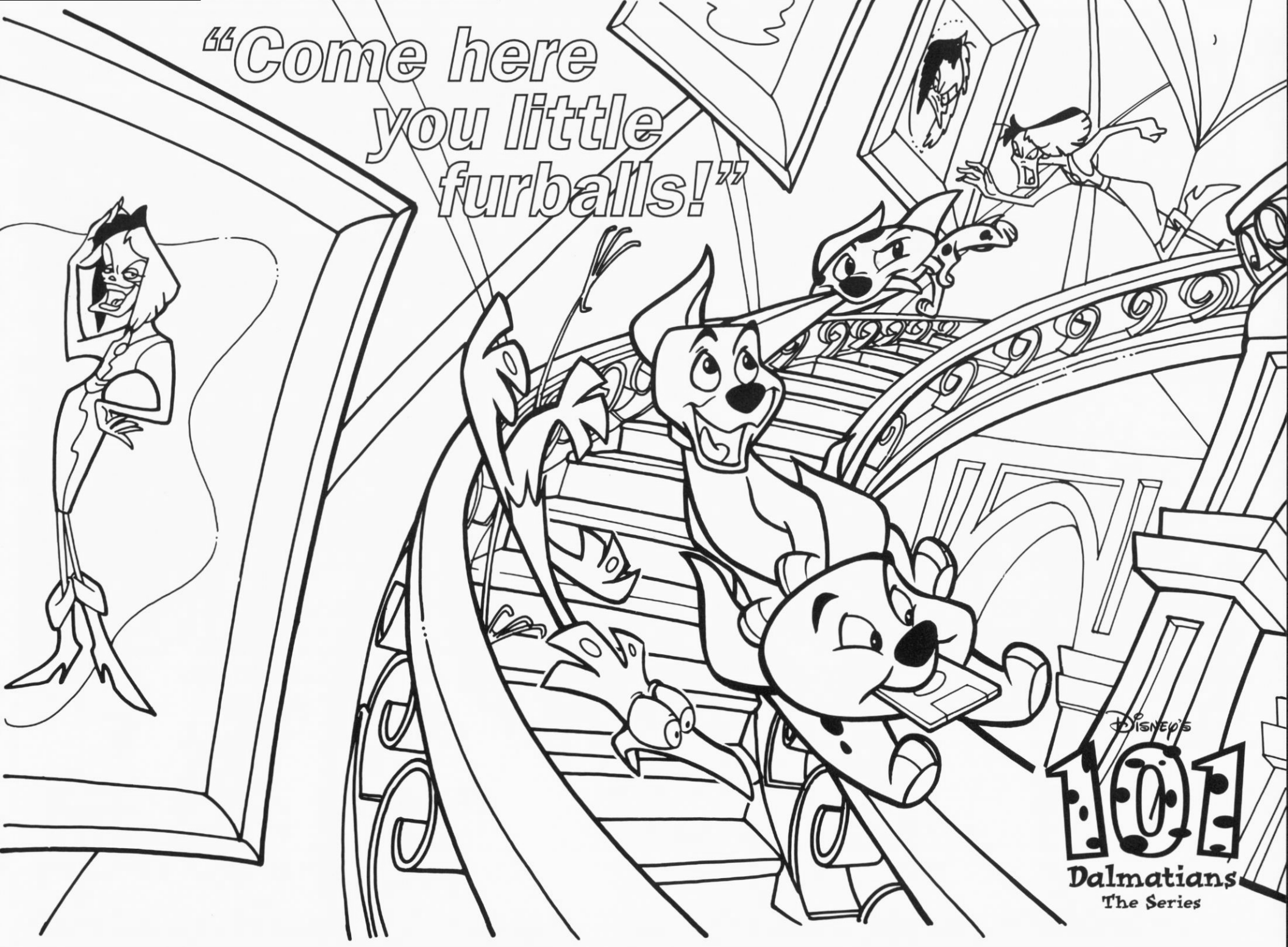
LIVIN' ON THE EDGE!

©Disney

You're in for a wild ride!

Disney's 101 Dalmatians The Series

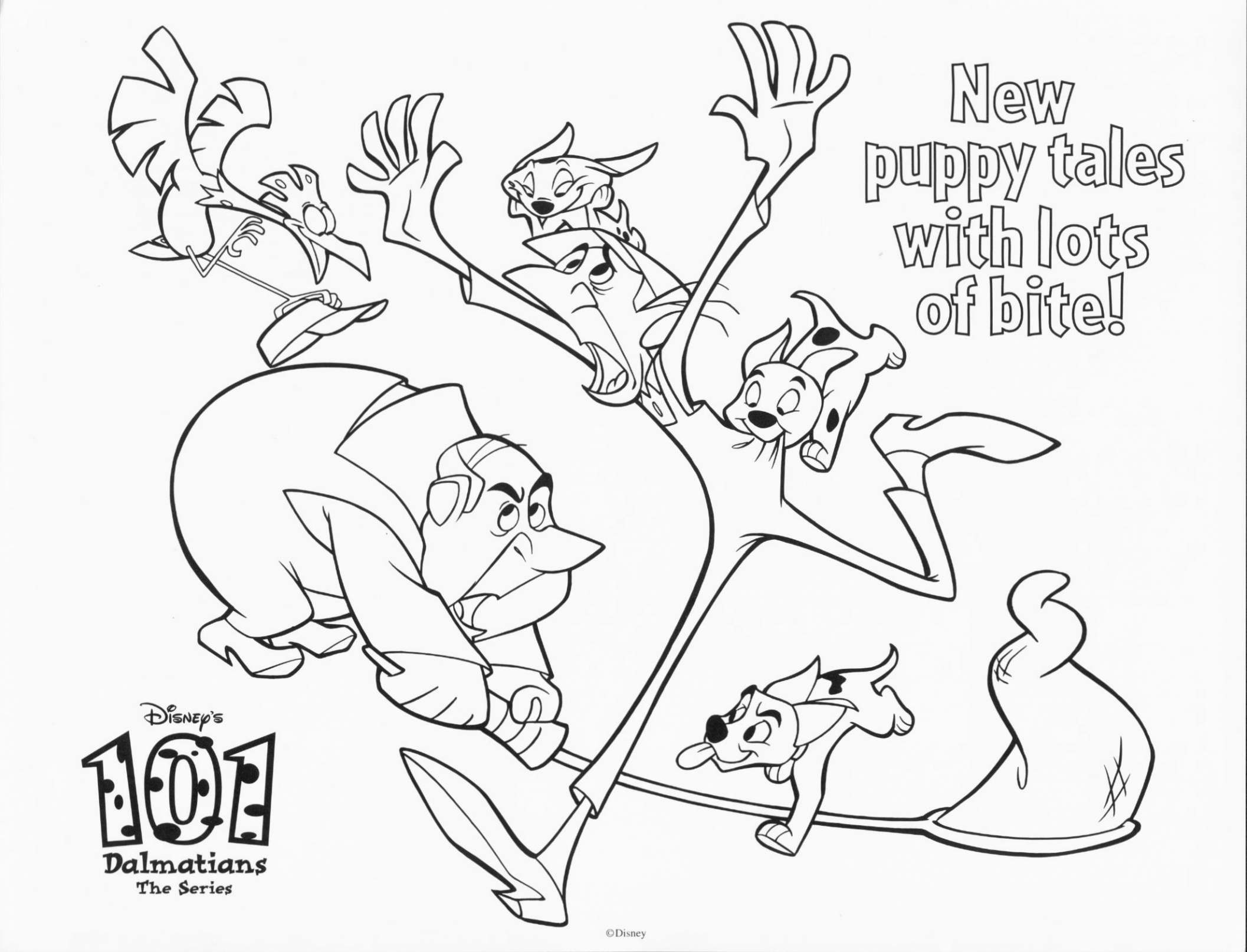
©Disney


"Come here you little furballs!"
Disney's
101
Dalmatians
The Series

©Disney

Cruella's as cold as ice!

©Disney


New puppy tales with lots of bite!
Disney's
101
Dalmatians
The Series

©Disney

©Disney

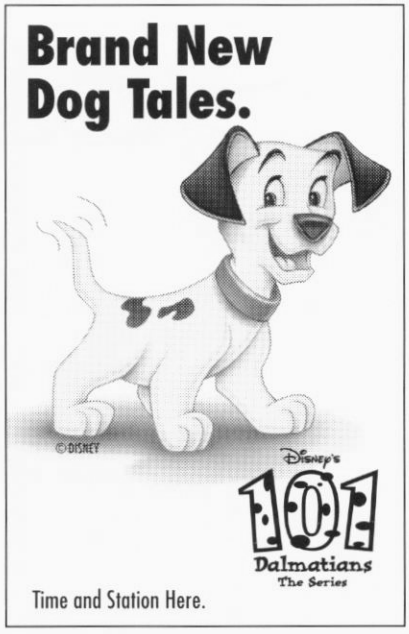
1/2 TV Guide Ad - 85 Line

Brand New Dog Tales.

Disney's 101 Dalmatians The Series

Time and Station Here.

1 2 3 4 5 6 7 8 9 10 11 12 :30 :30 AM PM am pm ALL NEW EPISODE! Sunday Monday Tuesday Wednesday Thursday Friday Saturday TODAY TONIGHT TOMORROW THIS WEEK PREMIERE PREMIERE EPISODE SPECIAL SPECIAL TIME



1/4 Page TV Guide Ad -85 Line

Hold That Pose!

Print Advertising

In this section you'll find advertising print materials for dalmatians and ducks perfect for your print advertising purposes.

Included in this section are generic print ads, situational line art and logo sheets for use throughout the season for "Disney's 101 Dalmatians: The Series," "Disney's DuckTales," "Disney's Quack Pack," and "Mighty Ducks: The Animated Series."

Additionally, a copy of Buena Vista Television advertising and promotion guidelines for Character usage is enclosed. Please take a moment to familiarize yourself with these guidelines.

BUENA VISTA TELEVISION 500 South Buena Vista Street, Burbank, California 91521 (818) 560-1000

©Disney

Buena Vista Television

Advertising and Promotion Policies
For Disney Animated Programs

All advertising and promotional material, which contains a character or characters from any of the series (Disney's 101 Dalmatians: The Series, Disney's DuckTales, Disney's Quack Pack or Mighty Ducks: The Animated Series) or any Disney animated series or program ("Material") is subject to the following Buena Vista Television ("BVT") policies:

1. Material must be approved in advance and in writing by BVT's Affiliate Relations department and the exercise of such approval and the interpretation of the following guidelines shall be at BVTs absolute discretion; provided, however, Material received by stations directly from BVT shall be deemed preapproved, so long as such Material is not altered by stations in any way.

2. All Material must be submitted for approval, including but not limited to, print artwork, print copy, poster and billboard artwork and copy, radio copy and all audio and video information, including scripts, in connection with taped or filmed spots. The submissions may be faxed or sent via overnight or first class mail, and should be addressed to:

Affiliate Relations
500 S. Buena Vista Street
Burbank, CA 91521
FAX #818-840-8458

3. In submitting Material for approval, stations should follow the guidelines listed below:

   a. BVT shall provide each station with all character artwork which may be integrated into the Material. The artwork may not be altered or modified in any way and shall be the only character artwork approved for use in the material. The artwork provided will include print artwork, raw footage and graphic elements.

   b. Characters must be used for the sole purpose of advertising or promoting episodes of the series or movie in which they appear; characters may not be used for any other purpose, including but not limited to, image promotion of stations and advertisement or promotion of products or services.

(Cont'd)

Part of the Magic of The Walt Disney Company © Disney

ADVERTISING/PROMOTIONAL POLICIES
DISNEY ANIMATION PROGRAMS -Cont'd-

c. Stations may include the station call letters or identifying logo in the Material so long as the central, dominant emphasis is the promotion of the series or series episodes.

d. No character may be portrayed as a salesperson or "huckster" (for example, no character shall appear to ask or encourage the audience to purchase anything); characters may never be shown using or touching any product or premium offer.

e. Characters from one program or series may not appear with characters from a different program or series or with characters identified with other divisions of the Walt Disney Company, with the following exception: characters from any of the series (Disney's 101 Dalmatians: The Series, Disney's DuckTales, Disney's Quack Pack or Mighty Ducks: The Animated Series) may appear with characters from other Disney series but only in artwork provided by BVT.

f. Characters must be used in a way appropriate to their personalities and inter-relationships; they should never appear "out of character" or do or say anything they would not theatrically do or say (i.e. costumed characters do not speak).

g. The Disney logo and copyright designations which appear in the artwork and other material provided by BVT may in no event be removed or altered in any way.

4. All local tie-in promotions and Material connected with local tie-ins, "Kids Clubs" and character appearances are subject to the above-outlined approval process.